

The McLaughlin-Buick torque tube drive.

THE McLAUGHLIN-BUICK TORQUE TUBE DRIVE

AN automobile is driven by the power from the engine transmitted to the rear wheels. The wheels in turning push the car forward.

In the McLaughlin-Buick this pushing force is exerted through the torque tube which encloses the propeller shaft, and not through the rear springs. Rigid strut rods hold the torque tube and the rear axle in perfect alignment, making them one unit. It is impossible for the rear axle to get out of alignment with the driving shaft, enclosed in the torque tube, and therefore only one universal joint is needed.

This one universal joint, which connects the propeller shaft to the transmission, is automatically lubricated by oil coming from the transmission into the ball housing, inside of which the universal joint operates, then overflowing back into the transmission. The universal joint thus runs in a constant bath of oil and requires no other attention whatever, as far as lubrication is concerned.

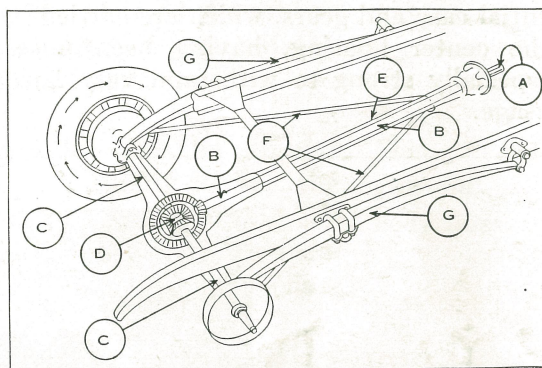
Proof of the statement that all the driving force in a McLaughlin-Buick is exerted through the torque tube, and not through the rear springs, is furnished if both the rear springs on a McLaughlin-Buick are removed it will be found that the McLaughlin-Buick can still be driven.

The torque tube drive is an outstanding example of the thorough construction that is characteristic of the McLaughlin-Buick.

McLaughlin-Buick at no time builds a car to meet a price. Instead, every part of the McLaughlin-Buick is built in accordance with the best known principles, and

price is determined afterwards. But this price is always reasonable because of the great number of McLaughlin-Buicks sold. It would be impossible to build to McLaughlin-Buick standards at McLaughlin Buick prices if only a few thousand cars were made each year.

Worth, not price, is the guiding rule behind McLaughlin-Buick—the rule that has made McLaughlin-Buick the greatest dollars and cents value on the market, from every standpoint.



In the McLaughlin-Buick torque tube drive only one universal joint at point (A) is needed. This joint is automatically lubricated from the transmission, therefore the owner never has to bother with it.

The drive shaft (B), which is entirely enclosed, transmits the power from the engine to the axle shafts (C, C) through the differential (D). This shaft (B) is supported by bearings at both ends and, without heavy unsupported universal joints, runs practically true, lending to the smooth operation of the car.

The arrows show the direction in which the wheels are forced around. This driving force has a tendency to turn the rear axle around, but the torque tube (E), being rigidly bolted to the rear axle housing and attached to the transmission case by the ball housing, enclosing the universal joint, holds the axle in place, and takes all the driving and torque strains.

The strut rods (F) keep the third member and rear axle in perfect alignment.

The springs (G) are relieved of all driving strains. They have no other duty but to make the car ride easy. If one or both springs should break the car may still be driven home.

This type of construction makes the McLaughlin-Buick easy to handle when the going is rough, and also accounts for the ability of a McLaughlin-Buick to pull out of bad places.

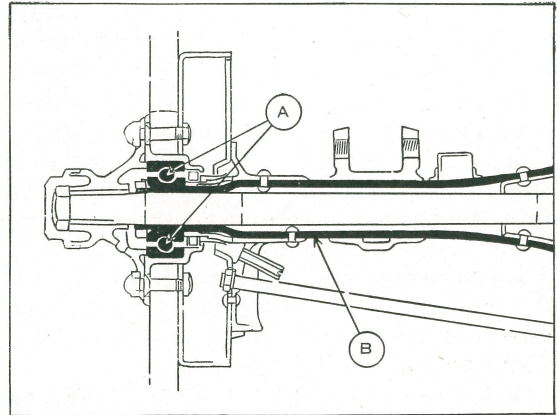
The McLaughlin-Buick torque tube drive.

- A—The torque tube—In the McLaughlin-Buick the driving force from the rear wheels is taken by this sturdy tube that encloses the propeller shaft.
- B and C—The strut rods—These hold the torque tube and the rear axle in perfect alignment so that the car gets the full benefit of the driving force from the rear wheels all the time.
- D—The universal joint ball housing—The driving force is applied to the car at this point by the rigid torque tube.

FLOATING TYPE REAR AXLE

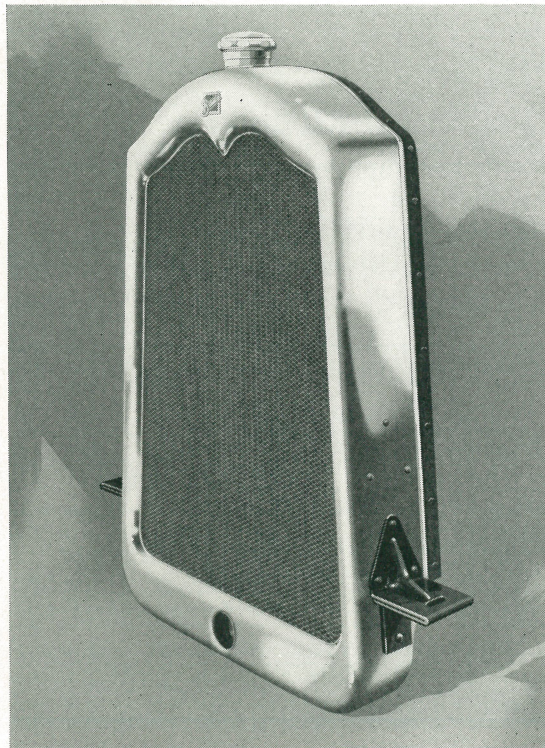
THE only duty of the McLaughlin-Buick rear axle shaft is to turn the wheels. It does not have to support any of the car's weight because the McLaughlin-Buick rear axle is the floating type. The wheels are mounted on ball bearings that fit over the rear axle housing and the housing bears all the weight. The possibility of broken axle shafts is thus reduced to the very minimum.

An extra margin of safety is provided here, as in all other parts of the McLaughlin-Buick, the axles, including the differential case and gears, which are carried in the center housing, having been made especially strong to withstand very hard usage.



The McLaughlin-Buick floating rear axle. The bearing (A) is mounted on the rear axle housing (B). The weight of the car is on the housing, not on the shaft. If the shaft breaks the wheel does not come off, and the car may be towed.

Blending with the graceful lines of the McLaughlin-Buick bodies the handsome shell of the McLaughlin-Buick radiator adds a striking note of beauty to all the new McLaughlin-Buicks.



Regardless of the car you buy, or the price you pay, there is no greater value than a McLaughlin-Buick. When better automobiles are built, McLaughlin-Buick will build them.



SUPERB BEAUTY AND COMFORT—

plus performance—vibrationless beyond belief

WITH performance—vibrationless beyond belief—assured by the mechanical refinements of the new McLaughlin-Buicks—one turns to the bodies and appointments to find still further proof that these cars are truly the greatest McLaughlin-Buicks ever built.

THERE are so many advancements, so many new contributions to comfort, convenience and good appearance that it is difficult to catalog them. The only sure way to appreciate the full value of these wonderful cars is to inspect them thoroughly at a McLaughlin-Buick dealer's establishment, and to experience for yourself the performance—vibrationless beyond belief.

*Beauty
Comfort
Convenience*

FIVE of the models in the McLaughlin-Buick line are the popular open Sport Models. All the closed bodies are built by Fisher, the largest builder of closed bodies in the world. In every detail they reveal the handiwork of superb craftsmen. Every line has been blended to indicate the fleet, smooth performance that is characteristic of the cars.

*Fleet,
graceful
body lines*

The roof lines are new and graceful and their effect is increased by the new sun visor with concealed fastenings, and the front door posts, which curve artistically at the top. The decks of the Coupes are high and long, contributing greatly to their smart, fleet appearance.

The sturdy, artillery type wheels have black rims and low pressure tires with black sidewalls. This effect indicates the stalwart, trustworthy character of the McLaughlin-Buick, and yet is unobtrusive, leaving the eye free to admire the beauty of the bodies.

ALL models are finished in Duco colors of compelling charm, carefully selected and combined in keeping with the special character of each car. Several hundred cars were used in studying and developing these color schemes, so that it is little wonder that each of the new McLaughlin-Buick models is marked by striking individuality, usually found only in custom built cars. Moulding and striping accentuate both color and line, and an especially pleasing effect is given by the window insets which are of the same color as the lower parts of the bodies.

*Duco in
charming
combinations*

Interiors of charm and comfort THE car interiors, too, reach a new high level of beauty and luxury. All the trimming in the closed models is plush, to which effective contrast is given by walnut finish mouldings, and body hardware, such as door handles, of special McLaughlin-Buick design. The seats are built over new design springs, and are supremely comfortable.

Appointments are exceptionally complete. On many of the cars they include smoking sets, rich carpets for rear compartments, robe rails, elastic pockets on doors, silk finished window shades, foot rests with nickeled brackets and many other features.

Instrument panel indirectly lighted ALL models have new, indirect lighting for the instrument panel. The soft, subdued rays illuminate the dials, pedals, and the ignition lock but eliminate glare. The speedometer is placed so that it can be very easily seen by the driver.

Models Fifty, Fifty L, Fifty-one, Fifty-four C and Fifty-eight have heaters. Opened by pressing down on a lever with the foot, and shut off just as easily. Careful design of this feature makes the operation of these models just as silent when the heater is on as when it is off.

Spirited Sport Models THE open Sport Models occupy the same high position in this field as do the McLaughlin-Buick closed models in theirs. An air of dashing smartness prevails in them down to the smallest detail.

Their double texture tops are trim and low and have natural wood bows with nickeled sockets. The tops fold compactly into neat boots. The high rear decks of the Roadster models have comfortable dickey seats and are carefully finished. Side doors are provided for admitting golf bags or other small luggage.

Side curtains of special construction with extra large and heavy pyralin lights are furnished. The curtains and the boots are stored in a special compartment, back of the driver's seat in the Roadsters and back of the rear seat in the Tourings.

New radiator emblem On these models and on the closed de luxe models there is a new radiator emblem—a beautiful winged head that suggests the fleet, graceful speed of the cars.

Thus, from the underlying principles of construction, down to the smallest details, all the new McLaughlin-Buicks carry the McLaughlin-Buick standard of excess value to a new peak and truly deserve to be called the greatest McLaughlin-Buicks ever built.



CLOSED BODIES BUILT BY FISHER

Another reason for McLaughlin-Buick outstanding value

TO the motoring world the familiar and terse phrase "Body by Fisher" has come to stand for the ultimate in beauty, comfort and lasting goodness in coachwork.

Volumes are expressed by that simple phrase, and so absolutely has the leadership of Fisher been proved, that few ever trouble to inquire into the steps by which that leadership has been achieved and is maintained. They know that a body built by Fisher will embody everything necessary to motoring satisfaction.

Methods that cut costs

INSPECTING a single example of one of these carefully built Fisher Bodies, one would be justified in supposing that its cost would be far out of reach of most motorists—that it would be available only to those who can afford custom built bodies. But, surprising as it seems, in spite of the fact that no cost is spared in designing and building, Fisher Bodies are most reasonably priced.

Because of the ever growing demand for McLaughlin-Buicks, bodies are needed in tremendous numbers. Raw material for their manufacture can, therefore, be purchased on the very lowest terms at an immense saving. Then every step in the transforming of wood, steel and other products into the finished body has been minutely studied and developed. There is no lost motion, no lost time, no wasted materials. Expense is cut to a minimum that could never be achieved if only a few hundreds of bodies were built. McLaughlin-Buick owners get bodies that rival custom built models at a price within easy reach.

How wood is selected

YET quality and not low cost is the outstanding fact about Fisher Bodies—quality that results from care and skill at every stage of manufacture.

The selection of wood is a good example of this thoroughness. A Fisher Body contains more hardwood than any other type, and every foot of this wood is carefully selected. Fisher representatives choose it in the rough—before the great logs enter the sawmills—and from then on every operation on that wood is expertly checked. Thus, not only is the finest of wood assured for Fisher Bodies, but also solid construction and the finest fit in body framework so that a Body by Fisher remains for years the beautiful creation it is when it issues from the shops.

Details that assure satisfaction

MANY pages would be required even to list the huge number of details involved in the construction of a single Fisher Body. The wood in some places is carefully laminated to prevent warping. Joints are carefully designed so that they will resist strain as though they were a single unit. Metal brackets are used at other joints to insure substantial construction and to eliminate rattles, and wherever this meeting of wood and metal occurs, special anti-squeak material is used. Small holes are drilled in the wood for bolts and the bolts being considerably larger are tightly gripped, effecting what is known as a drive-fit and eliminating any possibility of squeaks.

A moisture proof wood preservative is applied to the wood in the top so that moisture from snow or rain cannot cause warping or distortion. Each metal bracket is treated with anti-rust material and scores of other precautions are taken to insure permanency as well as beauty and comfort.

Bodies are resilient

AND always the necessity of resiliency, as well as strength, is kept in view. Just as a skyscraper must be constructed so that it will sway slightly, so must an automobile body have the ability to give sufficiently to counteract the strains due to uneven roads. This condition has been adequately met in Fisher Bodies without opening the way for squeaks and rattles.

Bodies designed to suit chassis

A most important point to remember is that Fisher Bodies are designed and built with particular regard to the chassis on which they will be used. McLaughlin-Buick engineers, cooperating with Fisher repre-

sentatives, study carefully the needs of each McLaughlin-Buick model. They see that springs of sufficient strength in relation to the weight of the body are used. They co-ordinate every detail so that the completed McLaughlin-Buick is a smooth working unit affording performance—vibrationless beyond belief.

Emphasizing Fisher leadership

RECENT developments in the body building industry have only emphasized and reinforced the leadership of Fisher. And experienced motorists know that if any method of body building, or any type of body, were superior to that being built by Fisher it would immediately be adopted for the benefit of McLaughlin-Buick owners, for here, as in every other phase of automobile development, McLaughlin-Buick is constantly on the alert for anything that will make McLaughlin-Buick cars still more satisfactory and valuable to their owners.

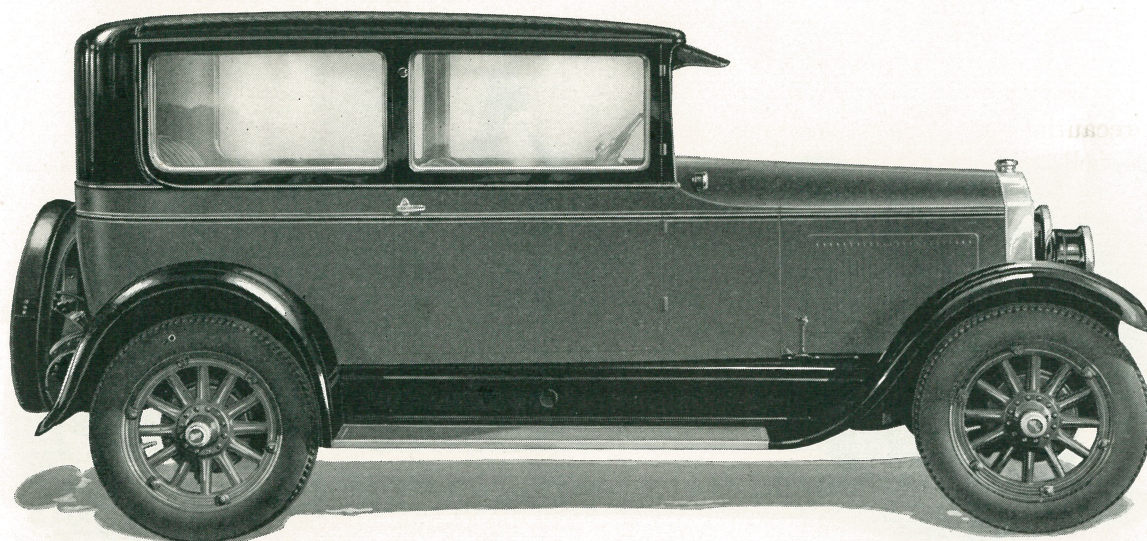


This picture shows the handsome indirectly lighted instrument panel on the 128-inch wheelbase McLaughlin-Buick models. The instruments have walnut dials and trimmings of nickel silver. The upper part of the panel is finished with a walnut strip matching the window mouldings and door panels. The speedometer is located where it can be most easily seen. The center instrument combines an oil gauge, gasoline gauge, ammeter and a water temperature gauge.



The new, winged emblem that adorns the radiators of the Sport and de luxe models suggests the smooth, steady speed of the new McLaughlin-Buicks and adds a touch of distinctiveness in keeping with their noteworthy beauty of line and color. It typifies the outstanding characteristic of the cars' performance—vibrationless beyond belief.

Body by Fisher



McLAUGHLIN-BUICK FIVE-PASSENGER TWO-DOOR SEDAN

Model Twenty-S

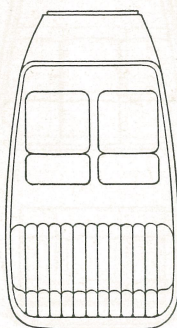
NEVER before have such beauty, such comfort and convenience, and such value been offered in an automobile as are found in this superb McLaughlin-Buick five-passenger two-door Sedan. Vibrationless beyond belief, as all the new McLaughlin-Buicks are, it sets up an entirely new standard of performance for closed automobiles.

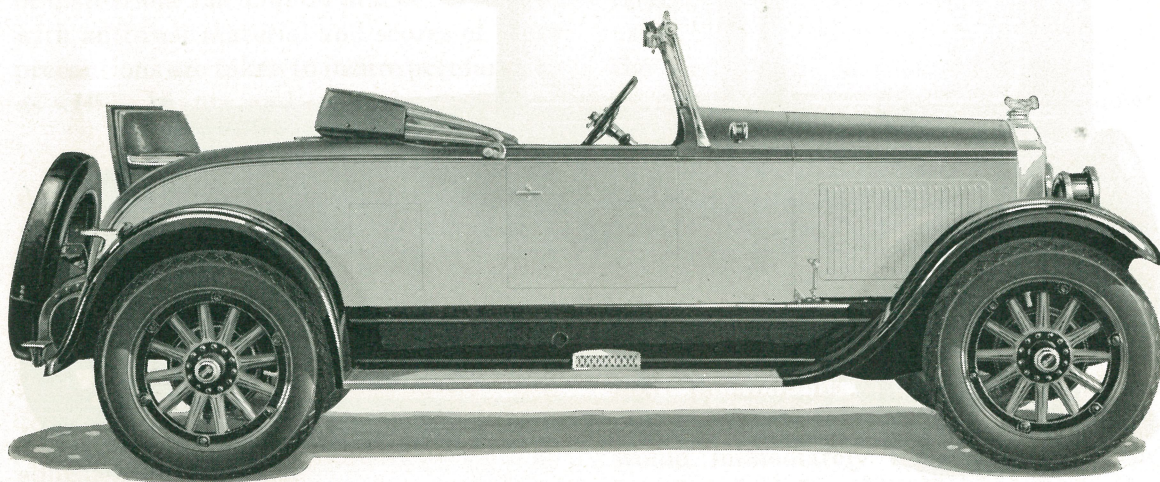
Duco colors and graceful design combine to produce an effect of enchanting beauty. The eye follows with pleasure the long, sweeping lines which have been refined by lowering the radius of the back corners and changing the roof line to harmonize. Low pressure tires with black sidewalls, and sturdy wheels with black rims, convey the impres-

sion of massiveness without distracting attention from the beauty of the body.

Opening the wide doors reveals comfortable, inviting seats adjustable to suit the needs of driver or passenger and upholstery and trimming of fine plush, harmonizing with the body colors.

There are silk-finished window curtains; body hardware of new and strikingly distinctive design; a tapestry carpet for the rear compartment, a neat rubber mat for the front; a smoking set; and, of course, the new, indirectly lighted instrument board, with the speedometer directly in front of the driver where it can be most easily seen.





McLAUGHLIN-BUICK FOUR-PASSENGER SPORT ROADSTER

Model Twenty-four

FLEET as the winged goddess, whose head adorns its radiator, this spirited deluxe Sport Roadster, achieves new heights of motor car value and beauty. Its long, low lines bring out the full splendor of the Duco colors. Graceful striping and moulding increase this dashing effect, and it is further enhanced by a wealth of sparkling, nickel trimming.

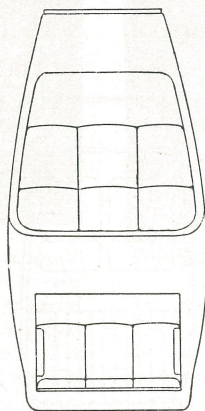
The low, graceful top is specially designed to fold compactly, and nickel bars are provided to protect the body when the top is folded.

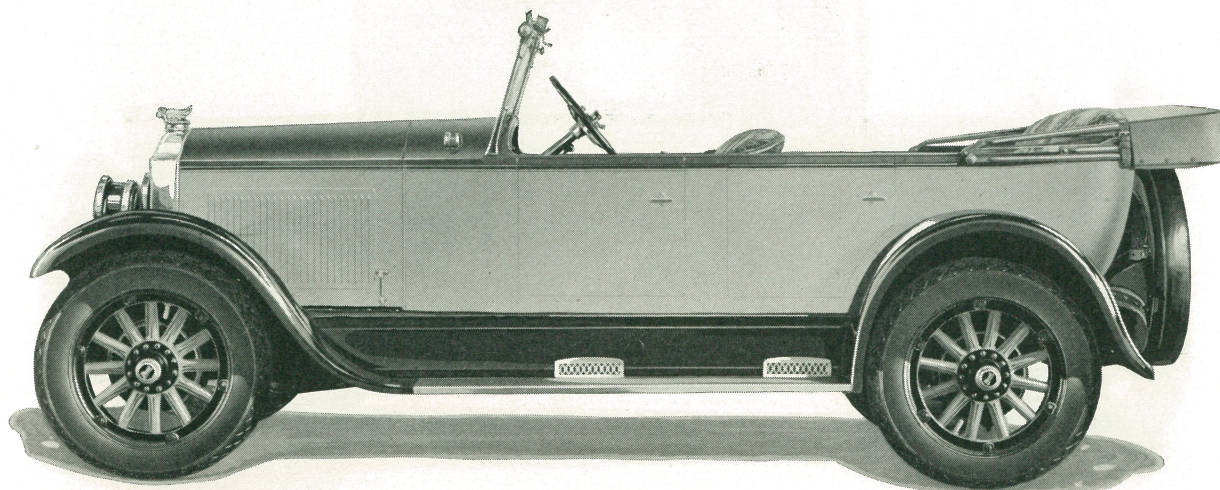
The luxurious seat, like the trimmings, is of special, Spanish type leather. It is built over springs with a heavy hair padding.

Room for additional passengers is furnished by a low, comfortable dickey seat, with arm rests, in the rear deck. Easy access is given by conveniently placed aluminum step brackets with rubber pads.

A door in the side of the deck admits golf bags or luggage. The back of the front seat is hinged and falls forward to give access to a compartment for storing the top boot and the weather-proof side curtains, which have large, heavy, pyralin lights.

Not a detail has been overlooked that would add to the captivating appearance of the car, or that would add to its convenience and comfort.





McLAUGHLIN-BUICK FIVE-PASSENGER SPORT TOURING

Model Twenty-five

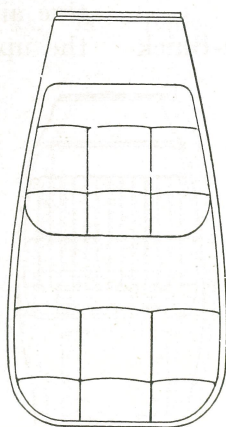
THERE is a suggestion of the swift greyhound in the long, low lines, and the sure, winged speed of this de luxe McLaughlin-Buick Sport Touring. Powered by a 60-horsepower McLaughlin-Buick Valve-in-Head engine—vibrationless beyond belief—it can attain a pace of 70 miles an hour for a scamper to the seashore or the country. Or it can slow down to a creep and then dart forward like an arrow in city traffic.

It is finished in dapper Duco colors, with handsome striping and moulding. Its low top, whether up or down, adds to the smart, dashing appearance. Like that of the

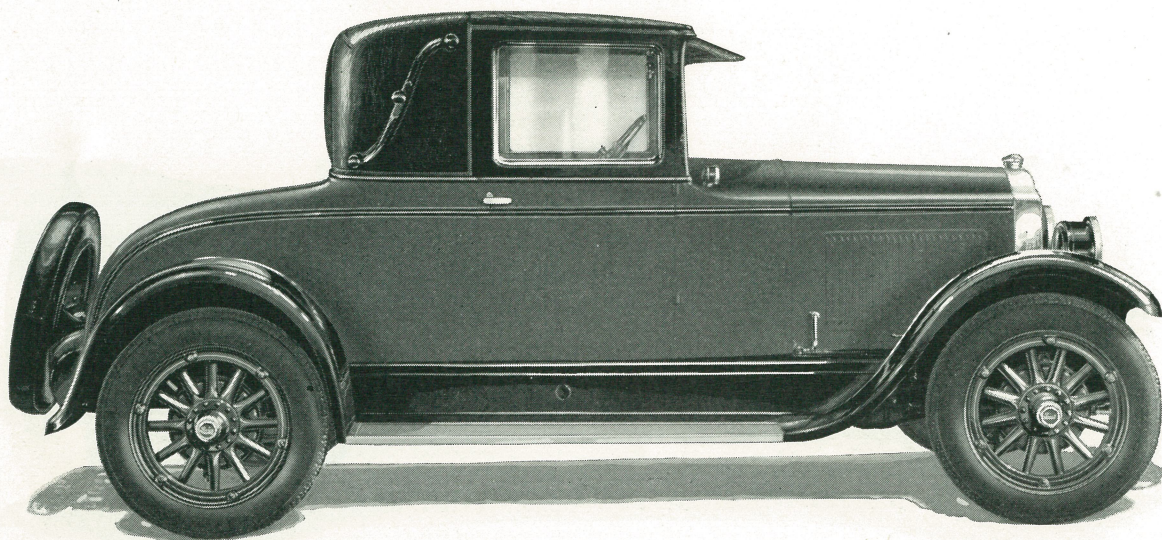
Sport Roadster, the top is made of heavy, double texture material, and has bows of natural wood with nickel-plated sockets.

A top boot and holders are furnished, and the top folds neatly in harmony with the body lines. Side curtains, with large, heavy, pyralin lights, are also furnished. This equipment is carried in a special compartment, reached by tilting forward the back of the rear seat.

The car trimmings are special, Spanish type leather, which harmonizes pleasingly with the sparkling nickel of the steering column jacket, the rims of the special cowl and headlamps and other parts.



Body by Fisher



McLAUGHLIN-BUICK TWO-PASSENGER COUPE

Model Twenty-six

NEAT and attractive, powerful, comfortable, businesslike this McLaughlin-Buick Coupe appeals especially to those who do not need room for several passengers. Many, who own other McLaughlin-Buick models as family cars, choose this Coupe as a second car for personal use.

It is powered by a McLaughlin-Buick Valve-in-Head engine with triple seals—air cleaner, oil filter, and gasoline strainer. It has McLaughlin-Buick mechanical four-wheel brakes, multiple disc clutch, and all the other McLaughlin-Buick mechanical features and refinements.

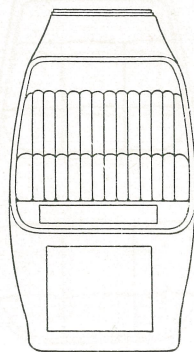
Like all the McLaughlin-Buicks, it is finished in Duco colors and has graceful striping

and moulding. Its rear deck is high and combines with the upper part of the body to give the car a long, well balanced effect.

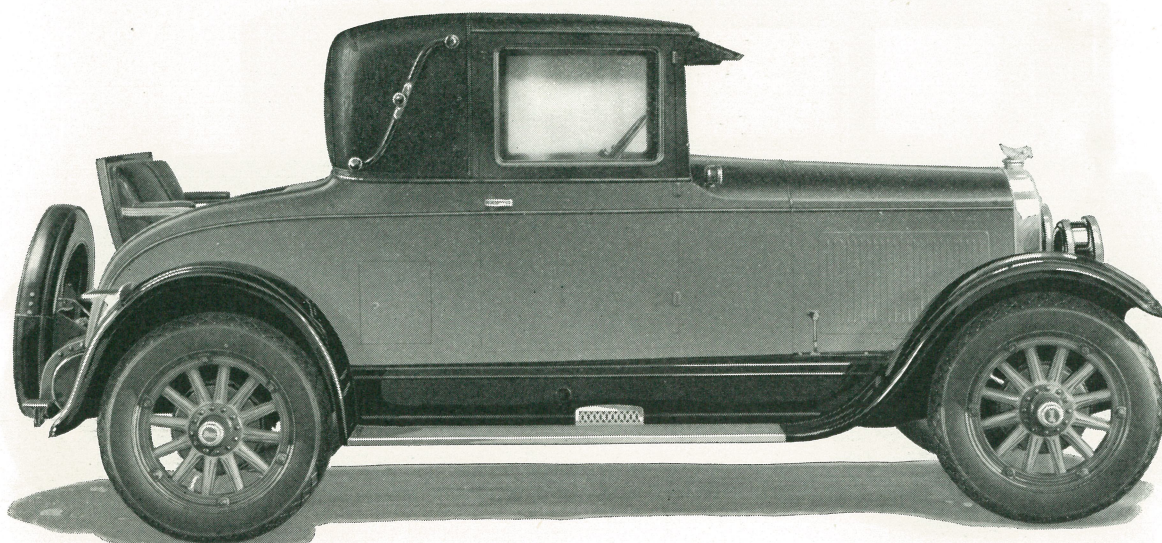
The roof line has been effectively harmonized with the body lines and the landau type bows aid in carrying out the distinctive air created by the contrast between the upper and lower parts of the body.

This contrast is heightened by the window insets which are of the same color as the body.

The upholstery and trimmings are plush, to which an effective contrast is given by the hardware of special McLaughlin-Buick design. Appointments are very complete and include the new instrument panel with indirect lighting.



Body by Fisher



McLAUGHLIN-BUICK FOUR-PASSENGER COUNTRY CLUB COUPE

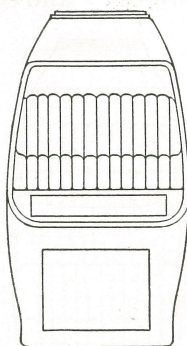
Model Twenty-Six S

HERE is a McLaughlin-Buick model that truly deserves to be characterized as deluxe. Its colors, design, and appointments all mark it as distinctive, and in fact it compares favorably with custom built cars. Its performance, like that of all the other McLaughlin-Buicks, is vibrationless beyond belief.

The deep, soft front seat of mohair plush offers cozy comfort for two passengers, and there is generous room for others in the dickey seat in the rear deck. With the deck high to conform to the sweeping lines of the body, the dickey seat extends only slightly above it, and is low and comfortable. Both its appearance and com-

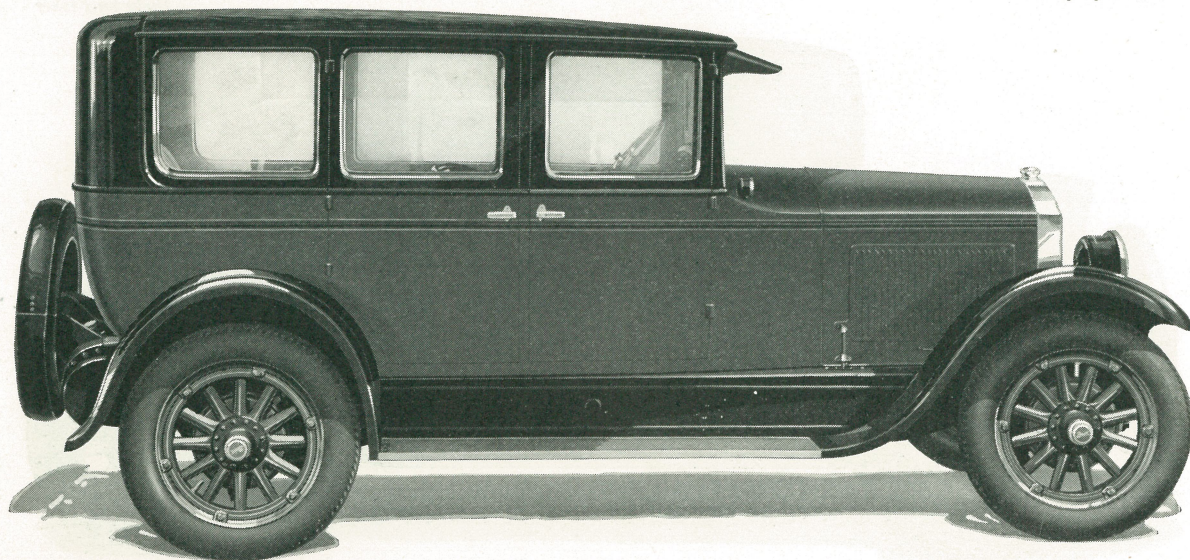
fort are increased by neatly finished arm rests with nickeled brackets.

The interior of the deck is appropriately finished and there is a rubber floor mat. Access is gained conveniently by means of aluminum step brackets with rubber pads. The rear window opens to permit conversation with front seat passengers.



The upper part of the body is finished in a contrasting color to the lower part, giving the Coupe a most pleasing appearance. The roof line is gracefully shaped and a distinctive touch is given by the landau bows, which match the upper part of the body and have nickeled ends and centers.

Body by Fisher



McLAUGHLIN-BUICK FIVE-PASSENGER FOUR-DOOR SEDAN

Model Twenty-seven

IN this McLaughlin-Buick Sedan, as in all McLaughlin-Buick models, is found that combination of mechanical excellence with refinements of body design and appointments that make the McLaughlin-Buick the greatest automobile value in the world.

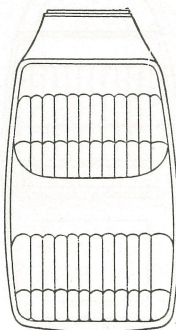
It has long, fleet lines that are accentuated by its appealing Duco colors and appropriate striping and moulding. Its graceful roof line is completed by a new sunshade with concealed fastening.

The interior of the Sedan is spacious and comfortable. The seats are built over coiled springs, luxuriously padded. The trimmings are rich mohair plush, effectively setting off the hardware of special McLaughlin-Buick design. The rear compart-

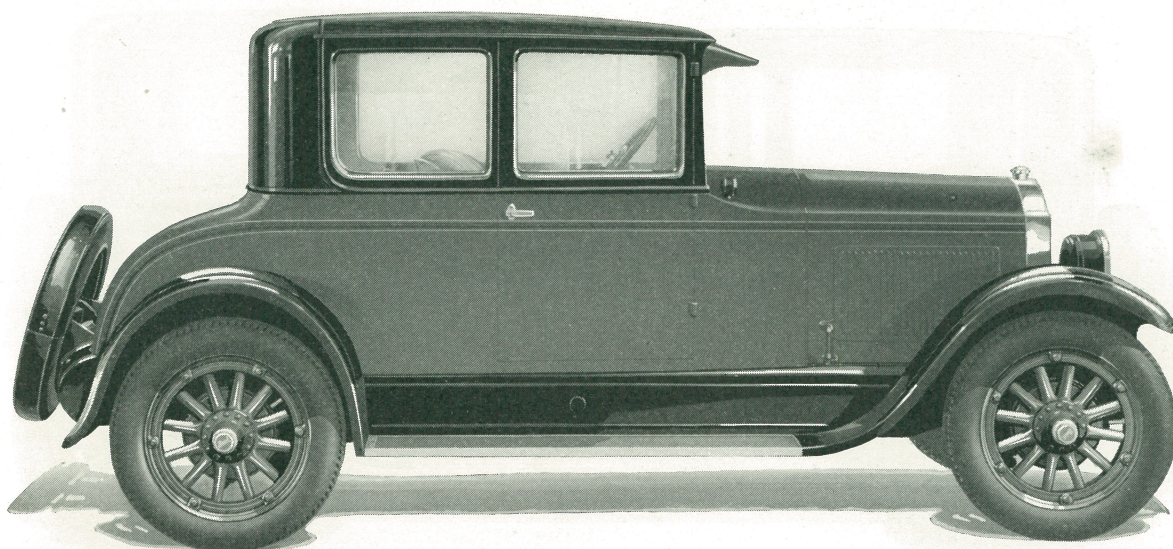
ment has a tapestry carpet; a foot rest of new design with nickeled brackets; a neatly designed robe rail; an elastic pocket on the right door; and a smoking set. Silk-finished window shades add another touch of refinement.

The front compartment, too, is roomy and comfortable. Control levers are conveniently placed and the speedometer is directly in front of the driver.

The instrument panel is indirectly lighted and it is easy to see the transmission lock and pedals. The floor is neatly covered with a rubber mat. The windshield is the Fisher VV one-piece ventilating type, as in all the other McLaughlin-Buick closed models, affording unobstructed vision for the driver.



Body by Fisher



McLAUGHLIN-BUICK FOUR-PASSENGER COUPE

Model Twenty-eight

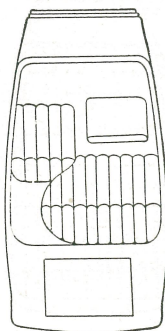
UNSURPASSED comfort and brilliant beauty are combined in this roomy McLaughlin-Buick four-passenger Coupe. Its high, long deck, and gracefully blended roof lines, combine with its distinctive moulding and exquisite Duco colors to give it a fleet, trim, well-balanced appearance in keeping with its performance.

Low pressure tires, with black sidewalls, and sturdy wheels with black rims create an air of massiveness without detracting from the fleet impression created by lines and color of the body.

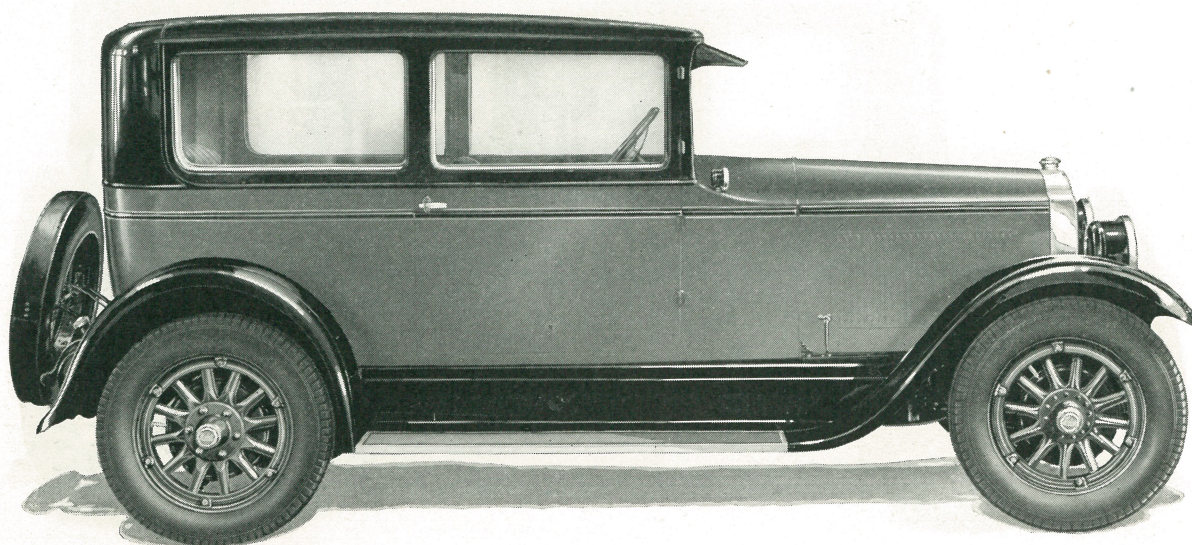
Deep, cushioned seats, built over coiled springs with thick padding, make the roomy interior exceptionally inviting. The upholstery and

trimming of mohair plush, set off by specially designed door handles and other hardware, fully measure up to the high standard of beauty set by the car's exterior. The new instrument panel, indirectly lighted, and with the speedometer directly in front of the driver, is an example of the thoroughgoing attention that has been given to convenience as well as comfort.

The performance of the Coupe is as superior as its beauty. It responds eagerly and with velvet smoothness to the steady flow of power from its 60-horsepower McLaughlin-Buick Valve-in-Head engine, which the torsion balancer, and other refinements have made vibrationless beyond belief.



Body by Fisher



McLAUGHLIN-BUICK FIVE-PASSENGER TWO-DOOR SEDAN

Model Forty S

A GLANCE at this McLaughlin-Buick model is sufficient to show that it sets a new high mark in automobile values. Closer examination strengthens this opinion.

Like all the new McLaughlin-Buicks its lines and Duco colors have an instant appeal to all lovers of motor car beauty. The new, graceful roof will be noted particularly. Its pleasing effect is increased by the new sunshade with concealed fastening, and by the front door posts, which are shaped to blend in with the roof rail.

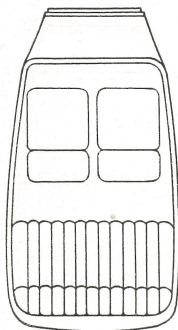
The interior is trimmed in plush, and the seats and seat backs of special design are luxuriously comfortable. There are window mouldings of attractive finish, contrasting

with the satin finish of the dome light, switch plates, window regulators and other hardware of special McLaughlin-Buick design.

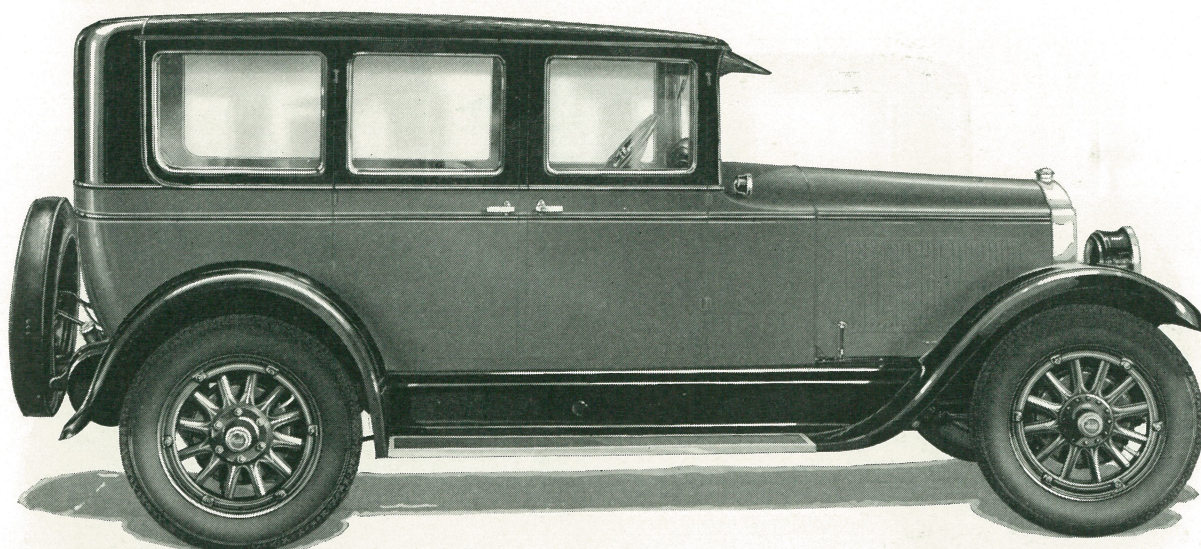
A few of many other features are window shades of fabric silk finish; a smoking case, a large size pocket on the right rear door; and door handles of the new, long, lever type, that makes it extremely easy to open the doors.

The front seats are adjustable, adding greatly to the comfort of driver or passenger.

No other motor car builder could offer such a car as this McLaughlin-Buick Sedan at such an amazingly low price. It sets up a standard of automobile value that is equaled only by another McLaughlin-Buick model.



Body by Fisher



McLAUGHLIN-BUICK FIVE-PASSENGER FOUR-DOOR SEDAN

Model Forty-seven

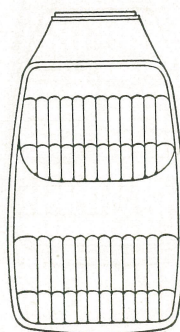
ROOMY comfort, enhanced by performance vibrationless beyond belief, is an outstanding feature of this McLaughlin-Buick four-door Sedan, as of all the other McLaughlin-Buick models. There is both dignity and spirit in its flowing lines and its harmonious combination of Duco colors. It merits detailed inspection because its refinements do not consist merely of a few superficial features, but of important and desirable developments in its every part—engine, chassis and body.

The four doors open easily with long, lever type door handles and permit convenient entrance to the spacious interior. This is finished in plush, with pleasing window mould-

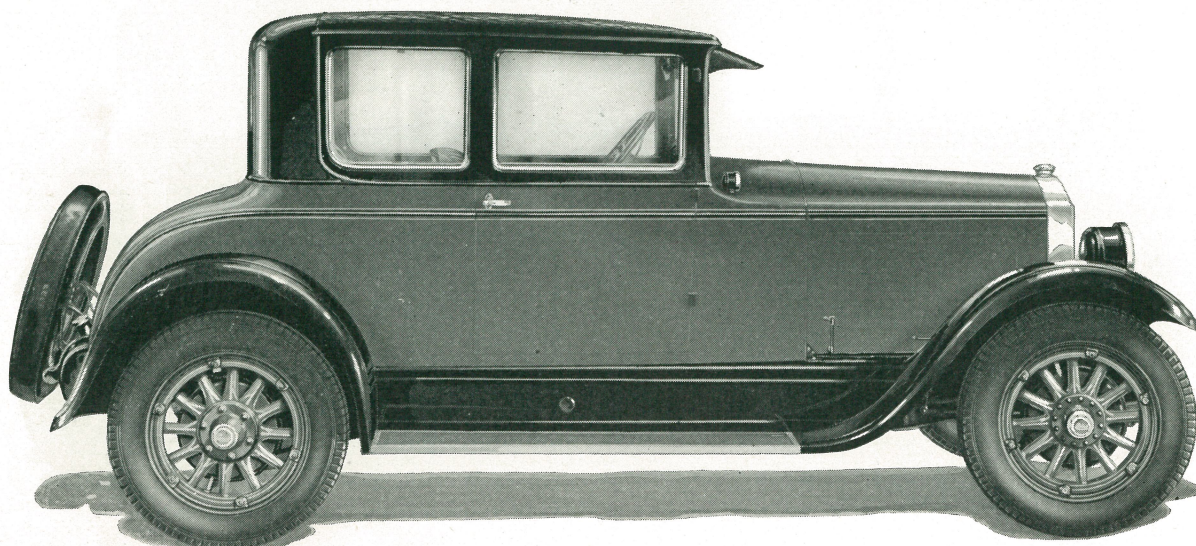
ings, and satin finish dome light, switch plates and other hardware.

The rear compartment has a rich carpet, harmonizing with the trimming, and there is a handsome foot rest with nicked brackets. Both a smoking case and vanity case are included in the equipment, as well as a folding type robe rail with satin finish side brackets. Another distinctive touch is added by the window shade of silk-finished fabric.

From every standpoint this four-door Sedan fully maintains McLaughlin-Buick's reputation for furnishing the greatest dollars and cents automobile value in the world, because its price is remarkably low.



Body by Fisher



McLAUGHLIN-BUICK FOUR-PASSENGER COUPE

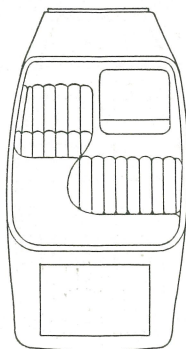
Model Forty-eight

A DRIVER and three passengers find supreme comfort and convenience in this trustworthy and finely-fashioned McLaughlin-Buick Coupe. It has a low, well balanced look, due to its high deck, low, straight beltline, graceful roof, and sturdy wheels with black rims and low pressure tires with black sidewalls.

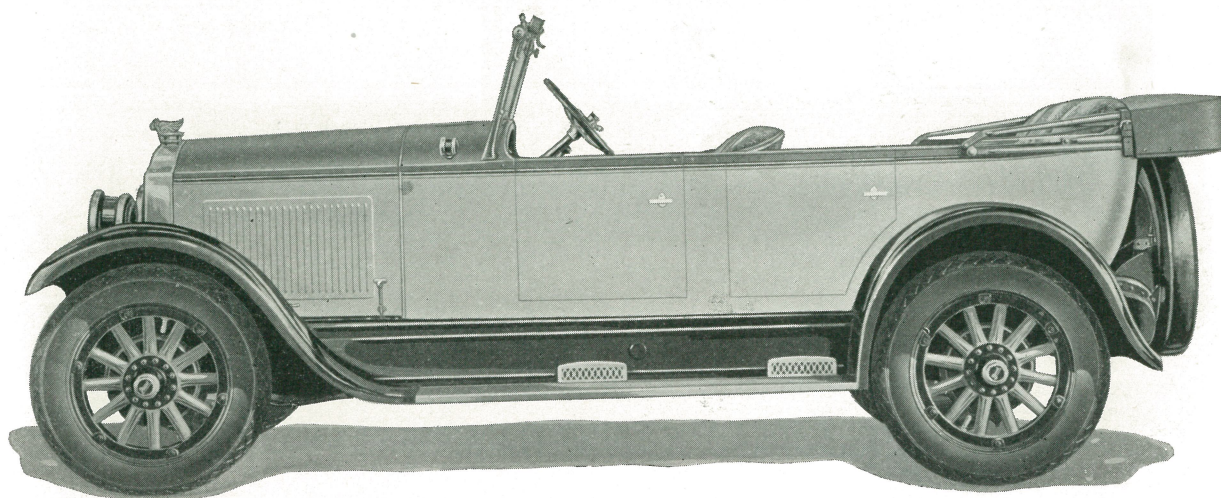
Its bright Duco colors are used in effective contrast, particularly on the window insets, which are the same color as the lower part of the body giving a custom built effect.

The same high standard of beauty is observed in the interior trimmings of plush, window mouldings, and satin finish hardware. The driver's seat is wide and comfortable and

set at the right angle to bring all the controls within easy reach. Beside it is a compact, auxiliary, folding seat, and behind it another wide, deep seat for two passengers. A smoking set and a pocket on the right-hand door are among its many features.



A smooth, abundant flow of power is furnished by a 75-horsepower McLaughlin-Buick Valve-in-Head engine. The car has a speed range up to 75 miles an hour and, like all the McLaughlin-Buicks, it is vibrationless beyond belief at all speeds. In every sense it fulfills the well known pledge that "When better automobiles are built McLaughlin-Buick will build them."



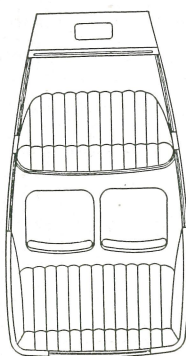
McLAUGHLIN-BUICK SEVEN-PASSENGER TOURING

Model Forty-nine

GRACEFUL lines, combined with richness of interior and exterior finish, make this seven-passenger Touring car distinctive in any group of automobiles. The low, graceful top has natural wood bows with nickel sockets and is covered with heavy double texture material. The curtains are rigid type and close fitting.

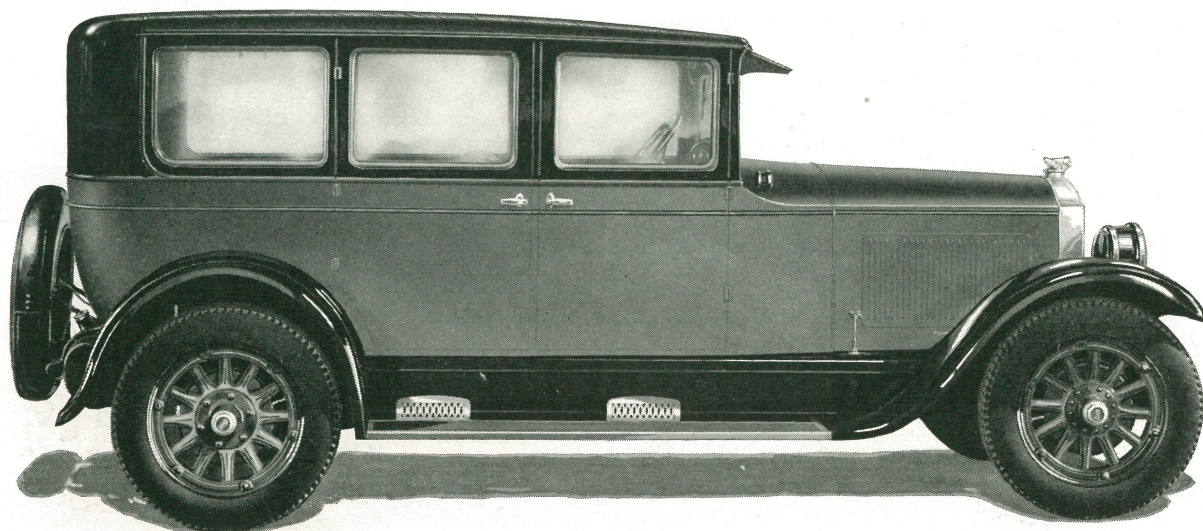
The auxiliary seats are exceptionally wide with wide back

rests and fold neatly when not in use. The trimming is high-grade spanish leather over special design cushion springs, giving the utmost comfort.



Mounted on the one hundred and twenty-eight inch wheelbase chassis with seventy-five horsepower McLaughlin-Buick Valve in-Head engine, there is a thrill from the performance of this car that is characteristic of McLaughlin-Buick.

Body by Fisher

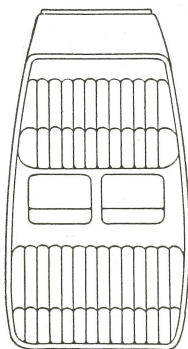


McLAUGHLIN-BUICK SEVEN-PASSENGER SEDAN

Model Fifty

RESPLENDENT beauty and luxurious comfort are combined in this McLaughlin-Buick Sedan to a degree that usually is associated only with custom built cars. Only by actual inspection can the full charm of its radiant Duco colors and symmetrical lines be appreciated.

Rich mohair plush covers the seats, which are plaited and have tufting buttons. The seats are built over two sets of springs—a heavy coil type on the bottom and the soft yielding type at the top, and are held in place by neat retainers. Arm rests, plaited to harmonize with the outer trimming are another note of luxury.

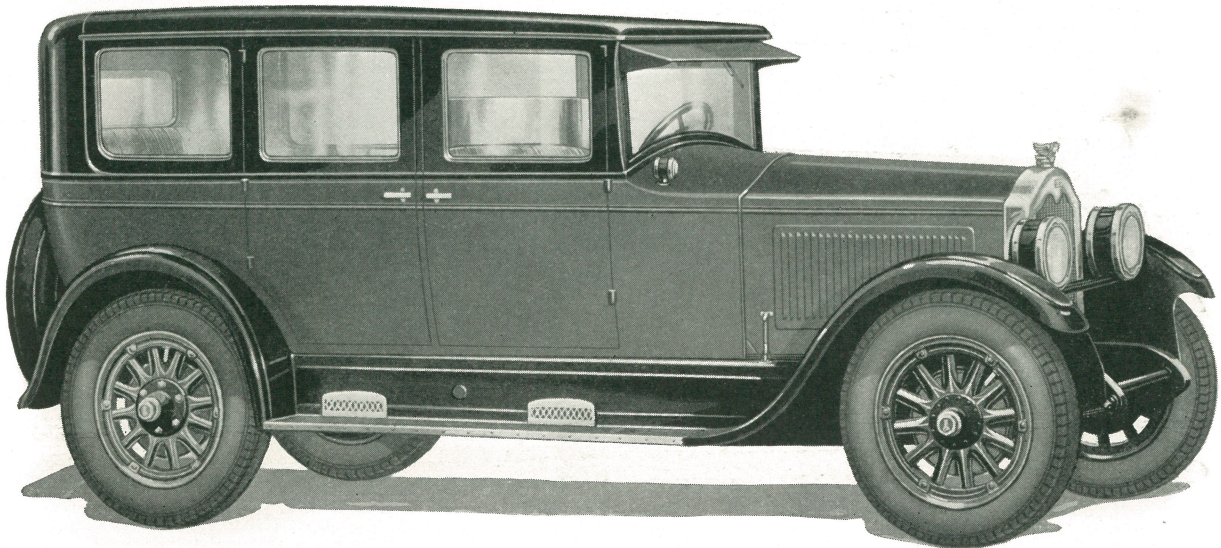


There is a rich, velvet carpet in the rear compartment; assist cords for rear seat passengers; exquisitely beautiful hardware; a new robe rail; combination vanity and smoking set enclosed in a fine-grained, hand-tooled leather case; and many other details. The new instrument panel is inlaid with a

walnut strip to match the window mouldings and door panels, and the instruments have walnut dials with inlaid nickel silver.

All bolts are hidden by the neat rubber mats on the floor of the driving compartment, and not a detail has been overlooked in making this model typical of the excess value for which McLaughlin-Buick is noted.

Body by Fisher



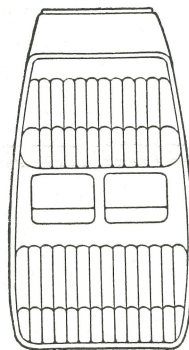
McLAUGHLIN-BUICK SEVEN-PASSENGER LIMOUSINE

Model Fifty L

Superb beauty and comfort are combined in this handsome Limousine body by Fisher. Mounted on the one hundred and twenty-eight inch wheelbase chassis with seventy-five horsepower McLaughlin-Buick engine, vibrationless beyond belief, Model Fifty-L is the outstanding value among luxurious cars.

The plate-glass partition back of the driving compartment can be quickly raised or lowered. The seat cushion and back of the front compartment are trimmed in high-

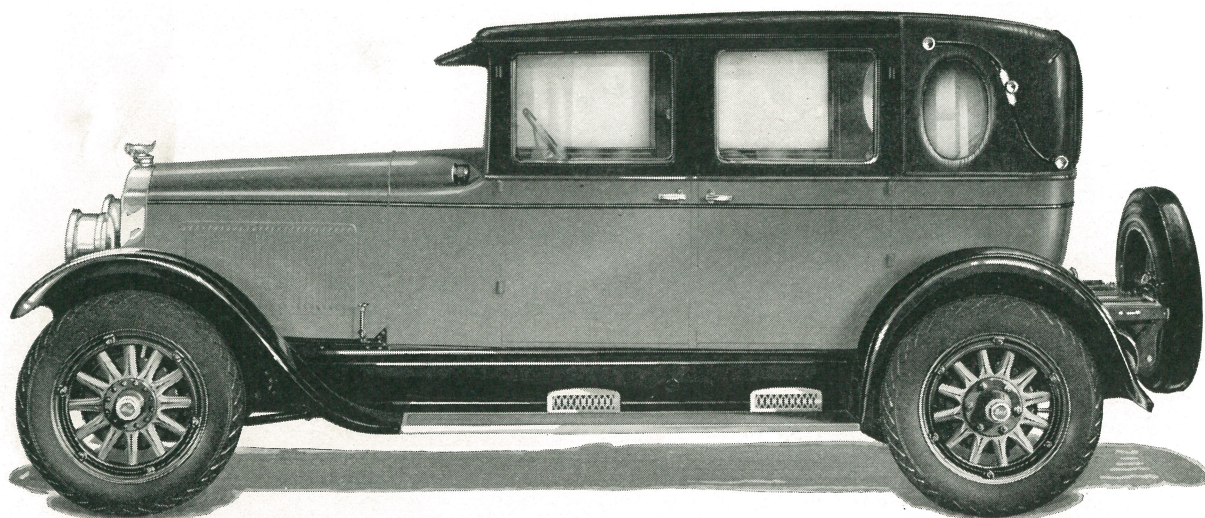
grade Spanish leather, the rear compartment in a rich grade of plush. All cushions are deeply padded over new type springs.



The hardware and appointments are similar to Model Fifty and give the car a Custom-built appearance. The auxiliary seats which are exceptionally wide and comfortable, fold neatly when not in use.

This car is indicative of the scrupulous care of the master craftsmen and is the last word in performance, comfort and convenience.

Body by Fisher



McLAUGHLIN-BUICK FIVE-PASSENGER BROUGHAM

Model Fifty-one

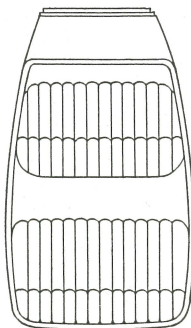
A COMBINATION of smart, yet dignified, beauty has been achieved in this popular five-passenger McLaughlin-Buick Brougham. The top material that covers the rear quarter is colored to harmonize with the body shades, giving the car a massive, custom built appearance. The body colors are Duco in delicately rich tones, accentuated by moulding and contrasting striping.

Smart touches are added by landau bows with nicked joints and ends, and by the insets around the windows.

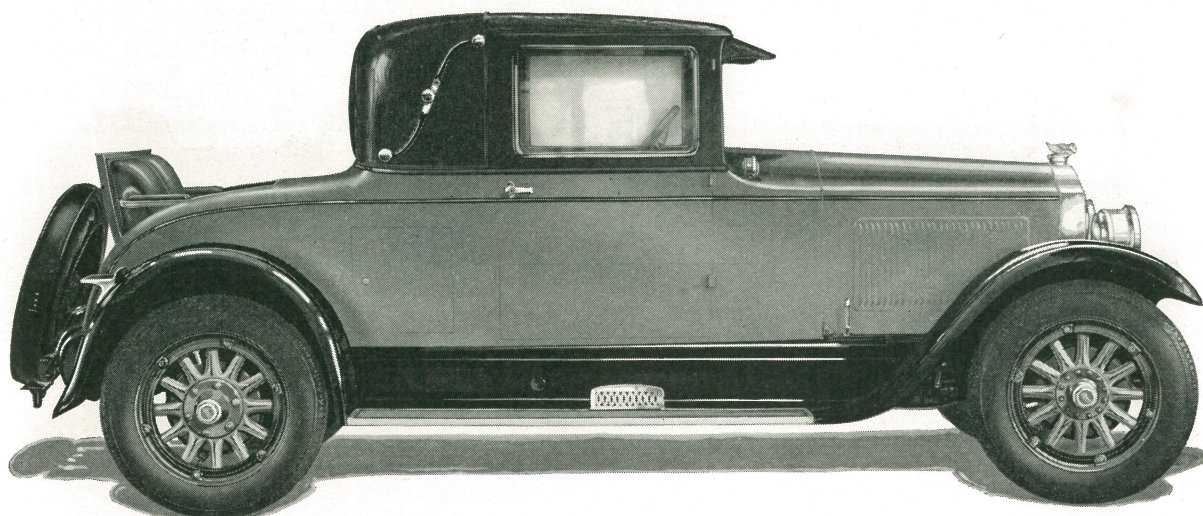
The interior of the car is trimmed with mohair plush. Its comfortable seats, hardware, and appointments are like those of Model Fifty. Its

front compartment, too, like that of the Model Fifty, has a specially designed mat with a dash mat to match, covering all bolts and fittings. The instrument panel is beautified by walnut trim. It has a water temperature gauge, speedometer, oil gauge, gasoline gauge and an ammeter.

A powerful windshield wiper, with a valve device to hold the wiper arm against the frame when not in use, is another feature common to the Brougham and the other 128-inch wheelbase models. Performance, equal to the Brougham's outstanding appearance is assured by the 75-horsepower McLaughlin-Buick Valve-in-Head engine—vibrationless beyond belief.



Body by Fisher



McLAUGHLIN-BUICK FOUR-PASSENGER COUNTRY CLUB COUPE

Model Fifty-four C

SMOOTH roads inviting thrilling speed are suggested by this swift, lowhung McLaughlin-Buick Country Club Coupe. Vibrationless beyond belief, even at its maximum pace of 75 miles an hour, it flashes along the highway under the surging power from its 75-horsepower McLaughlin-Buick Valve-in-Head engine.

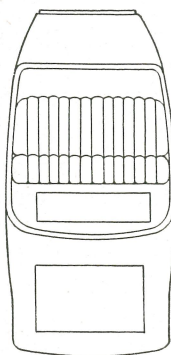
Every detail of its appearance—long, high deck; straight, upper belt-line; gracefully moulded roof; and jaunty Duco colors—indicates its dashing, spirited performance.

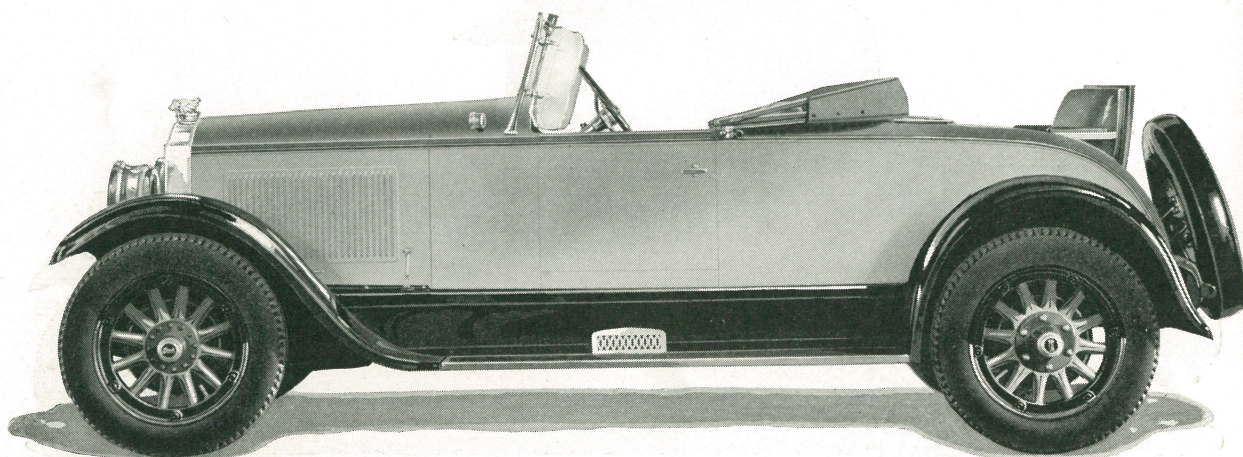
For extra passengers there is a low, comfortable dickey seat with arm rests in the deck. The deck is fittingly finished and has a folding foot rest and rubber floor mat. It is easily

reached by means of polished aluminum step brackets, rubber padded. Another appropriate feature for this type of car is a side door giving easy access to the deck for golf bags and other luggage.

The interior seat is built for roomy comfort. Passenger and driver sink in the deep, plaited, mohair plush upholstery, laid over double sets of springs, and lean against a yielding cushionlike back, comfortable as an arm chair.

For night driving the instrument panel is indirectly lighted. It has a water temperature gauge and gasoline gauge in addition to the speedometer and other usual features of convenience for the driver.





McLAUGHLIN-BUICK FOUR-PASSENGER SPORT ROADSTER

Model Fifty-four

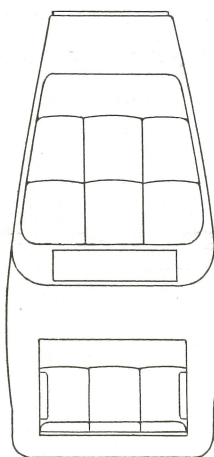
THE full joy of motoring—of zestful living—is expressed in every line and detail of this swift, rakish McLaughlin-Buick Sport Roadster. With its trim top of double texture material folded and covered with a neat boot, it invites a full flood of healthful sunshine, and brisk, fresh breezes. Or it appears equally jaunty with the top raised, displaying the natural wood bows with their nickeled sockets, and bright nickeled bars that protect the deck when the top is lowered.

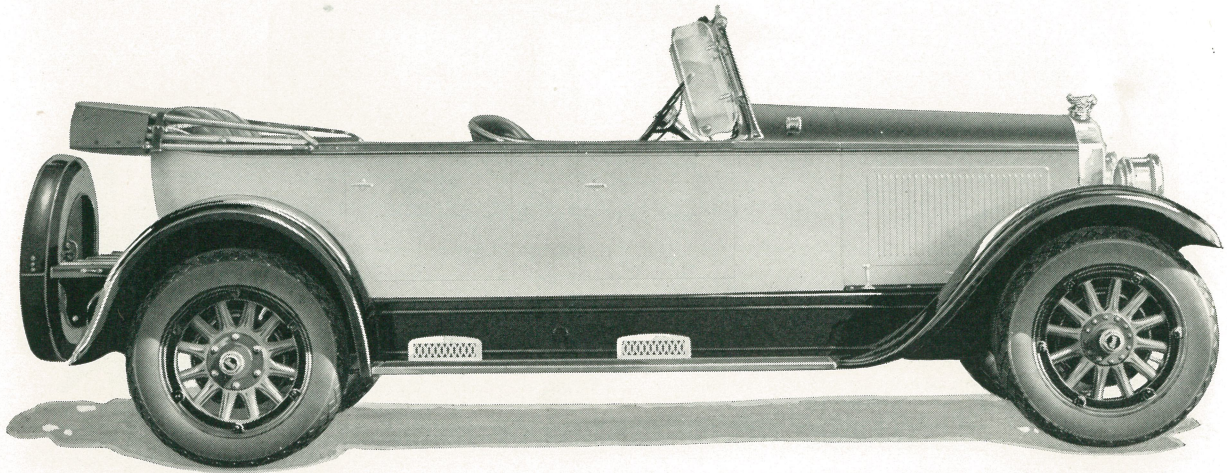
The center curtain can be removed, permitting conversation with the passengers in the comfortable dickey seat, with its padded

arm rests, foot rest, and rubber floor mat. A convenient side door awaits golf sticks, tennis racquets or bathing suits.

The comfortable seat is upholstered in Spanish type leather with modish, plain style trimming on the cushions and backs. The instrument panel has an attractive walnut face and is indirectly lighted. There is a large, convenient tool pocket with a lock, on the left-hand door.

A wealth of nickel trimmings, beveled windshield wings of plate glass, and the new McLaughlin-Buick winged emblem on the radiator, are other features in keeping with the character of the car.





McLAUGHLIN-BUICK FIVE-PASSENGER SPORT TOURING

Model Fifty-five

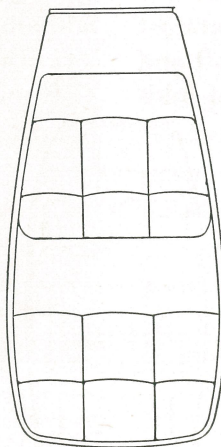
COMPANION to the fleet, jaunty Sport Roadster, this McLaughlin-Buick Sport Touring has the same atmosphere of carefree readiness for the joys of the open road. Special attention has been given to the designing of its smart, double texture top so that it folds compactly and neatly into a special boot, or looks jaunty and rakish with its natural wood bows and nickeled sockets when raised.

Beveled, plate glass windshield wings protect the driver as he sits in the comfortable Spanish type leather, seat, looking through the one-piece windshield with nickeled posts, over the graceful lines of the hood, the nickel-rimmed cowl and

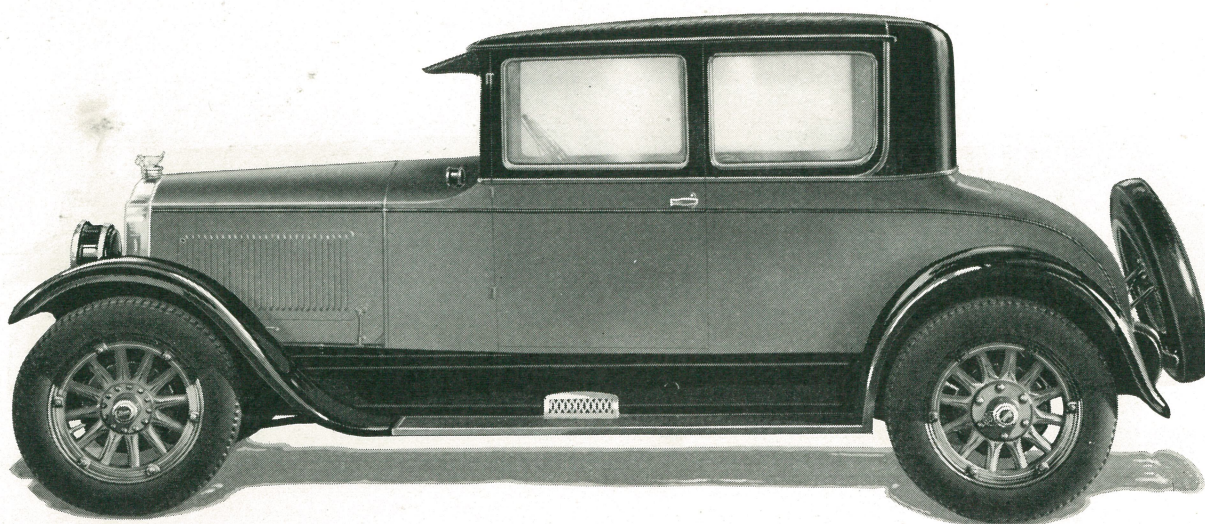
headlamps, the nickeled radiator and the winged radiator emblem.

A generous size, locked tool pocket is in the door at the driver's left side. A handsome instrument panel, faced with walnut, tells him at a glance the speed, oil pressure, gasoline supply, water temperature and other operating conditions. At night there is indirect lighting, clearly revealing the gauges, but eliminating distracting glare.

Rear seat passengers find restful comfort in the deep tonneau seat and can enjoy to the utmost the coolness and freedom that make McLaughlin-Buick Sport models so popular.



Body by Fisher



McLAUGHLIN-BUICK FIVE-PASSENGER COUPE

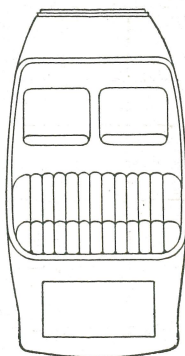
Model Fifty-eight

COMBINING the smartness of a Coupe with ample passenger capacity, this McLaughlin-Buick model meets an increasing demand in the motoring world. As the diagram shows, the passenger seat extends from side to side, affording roomy comfort for three. The driver's seat is soft and restful and there is another compact folding seat. There is ample leg room and head room.

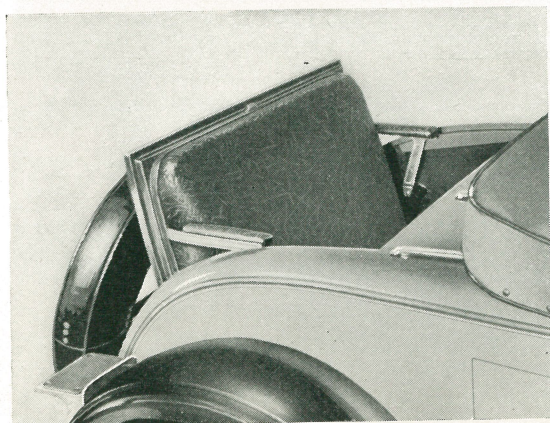
The upholstery is mohair plush with tufting, and is matched by the trimmings. The window mouldings are walnut garnish, as are the instrument dials and a strip in the instrument panel. Like the other 128-inch wheelbase models, it has flush type door handles.

The great length of the wheelbase makes possible exceptionally graceful body lines, which emphasize the beauty of the contrasting Duco colors, and the smart moulding and striping. Window insets and polished aluminum scuff plates on the running boards are other distinctive features.

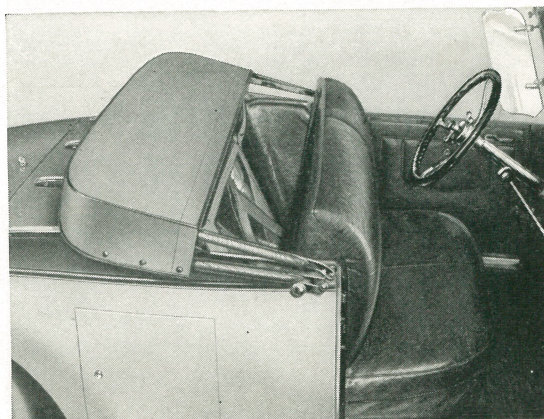
Sturdy massiveness is suggested by the wood wheels with specially finished black rims, and low pressure tires with black sidewalls. These blend into the general color scheme of the car without distracting attention from the long, low lines of the body. Truly, here is a car that measures up to the McLaughlin-Buick requirement of excess value.



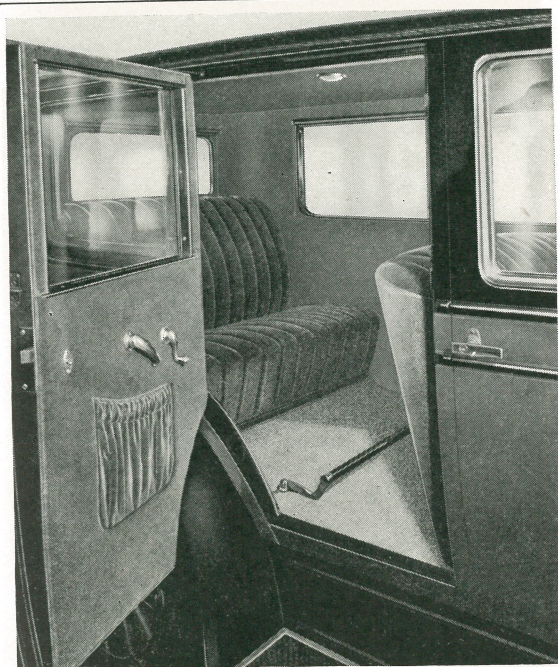
McLAUGHLIN-BUICK COMBINES BEAUTY AND COMFORT



The dickey seat on the Model Fifty-four and other Sport models is low and comfortable. There are padded arm rests and the deck is neatly finished throughout and has a rubber mat and foot rest. Rubber padded, polished aluminum step brackets make the seat easily accessible.



In the Model Fifty-four and other McLaughlin-Buick open Sport models there is a special compartment for storing the side curtains, with their heavy pyralin lights, and the top boots. This compartment is easily reached by tilting forward the back of the driving seat in the Roadsters and the back of the rear seat in the Tourings.

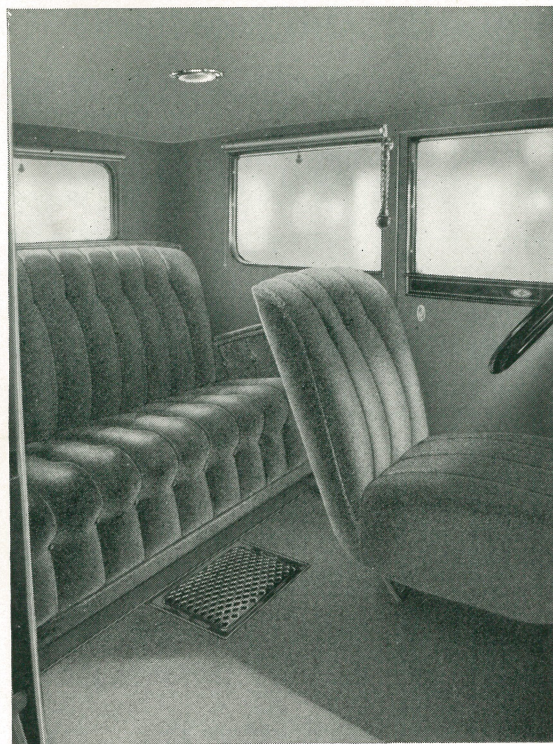


The wide doors on this McLaughlin-Buick Sedan permit easy entrance to the spacious interior of the car. They are typical of the generous extra margin of comfort and convenience found in all the McLaughlin-Buicks.

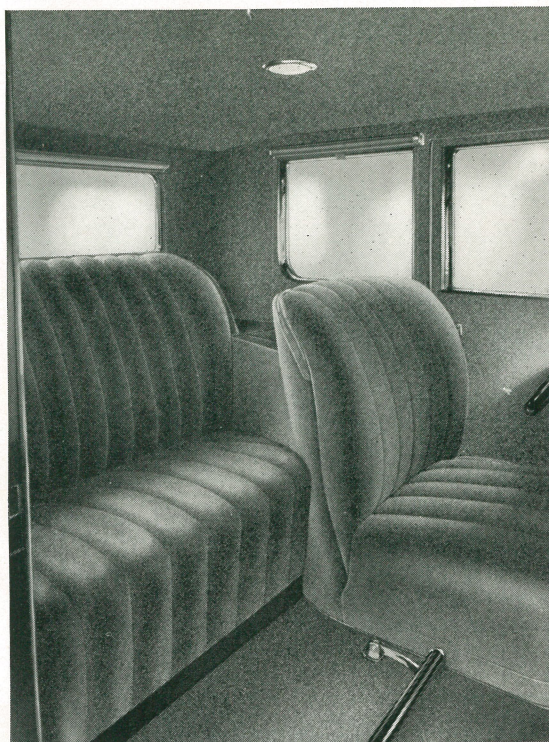
LUXURIOUS INTERIORS

The comfort, beauty and convenience common to all the McLaughlin-Buicks are apparent from the views shown on these pages. All the closed models are finished in durable, rich plush to which a pleasing contrast is given by the door handles, window lifts and other hardware of special McLaughlin-Buick design. Thick, rich carpets are found in the rear compartments, while in the driving compartments there are serviceable rubber mats. The doors are wide, permitting easy access to the cars, and the windows, too, are of generous size, affording a maximum of vision to driver and passengers. Not a detail has been overlooked in making these McLaughlin-Buick models the greatest value on the market, regardless of price.

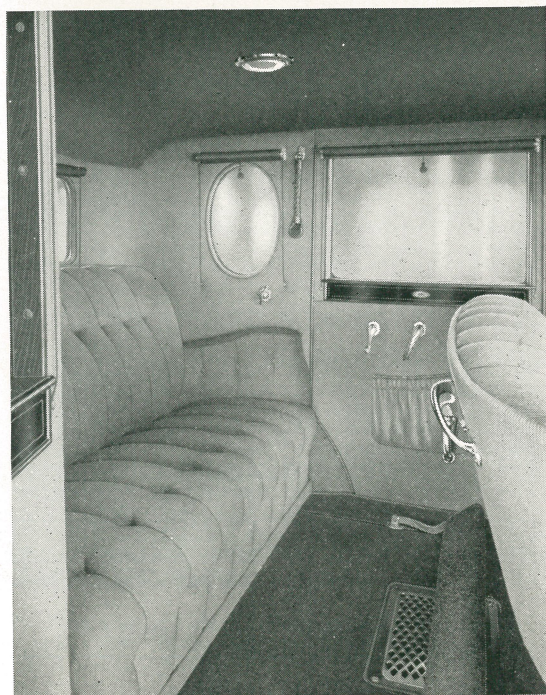
THE GREATEST McLAUGHLIN-BUICK EVER BUILT



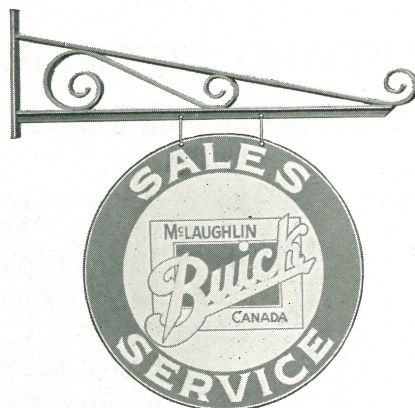
There is ample room for five passengers in Model Fifty-eight (above) and its interior is marked by the supreme comfort and beauty that are found in all the new McLaughlin-Buicks. The deep, mohair plush seats are built over special sets of springs. There are arm rests, walnut finish window mouldings and door panels, silk-finish window shades, a dome light, assist cords for use when arising from the rear seat, a heater, foot rest, smoking set and many other features.



The roomy comfort characteristic of all the new McLaughlin-Buicks can be appreciated from this view of Model Forty-eight (upper right) with its deep, yielding seats for driver and passengers, its mohair plush upholstery, silk finish window shades, dome light, foot rest, thick carpet and other details of refinement and beauty.



The luxurious comfort and superb beauty that mark the new McLaughlin-Buicks is indicated by the interior of the Brougham (right). Rich mohair plush upholstery, thick carpet, graceful rear windows that open, walnut door panels and mouldings, dome light, robe rail, foot rest, and beautiful hardware of special McLaughlin-Buick design are among the chief features of this model.



NATION-WIDE SERVICE

McLaughlin-Buick has not felt content with only building long life and satisfactory service into its product. It does not believe that its obligation ceases when the car is sold.

Ever since the McLaughlin-Buick automobile was introduced to the Canadian public, it has been the policy of the Company to so situate the Branches and Service Stations that car owners may, at all times, receive as nearly 100% service as is possible.

The motto of McLaughlin-Buick is that an owner is entitled to efficient service, courteously rendered, at a fair price. This motto is responsible for the establishing of Dealers and authorized service stations in practically every city and town in the Dominion.

Replacement parts

The McLaughlin-Buick sign is prominently displayed on the premises of dealers and service stations and is your assurance that Genuine McLaughlin-

Buick Parts are used in servicing McLaughlin-Buick automobiles.

Maintenance

Flat rate charges for labor which have been worked out by the Company as a protection to car owners, is in operation at all Branches and is rapidly being adopted by our dealers. This insures a standard charge for maintenance work throughout the country.

Branch organization

Besides the hundreds of McLaughlin-Buick Dealers and Authorized Service Stations throughout the country, there is a chain of direct factory Branches located at strategic points for the distribution of McLaughlin-Buick cars and parts.

When touring in the United States McLaughlin-Buick owners are assured of efficient and courteous attention at the hands of Buick Dealers. Servicing facilities are also available in many foreign countries.

STANDARD EQUIPMENT

of the greatest McLaughlin-Buick ever built

114½-inch Wheelbase

- Model Twenty S*
Five-passenger two-door Sedan
- Model Twenty-four*
Four-passenger Sport Roadster
- Model Twenty-five*
Five-passenger Sport Touring
- Model Twenty-six*
Two-passenger Coupe
- Model Twenty-six S*
Four-passenger Country Club Coupe
- Model Twenty-seven*
Five-passenger four-door Sedan
- Model Twenty-eight*
Four-passenger Coupe

120-inch Wheelbase

- Model Forty S*
Five-passenger two-door Sedan
- Model Forty-seven*
Five-passenger four-door Sedan
- Model Forty-eight*
Four-passenger Coupe

128-inch Wheelbase

- Model Forty-nine*
Seven-passenger Touring
- Model Fifty*
Seven-passenger Sedan
- Model Fifty L*
Seven-passenger Limousine
- Model Fifty-one*
Five-passenger Brougham
- Model Fifty-four C*
Four-passenger Country Club Coupe
- Model Fifty-four*
Four-passenger Sport Roadster
- Model Fifty-five*
Five-passenger Sport Touring
- Model Fifty-eight*
Five-passenger Coupe

Engines—114½-inch wheelbase models, 60 h.p. McLaughlin-Buick Valve-in-Head, triple-sealed. (S. A. E. rating 23.4.) Bore 3⅛ inches. Stroke 4½ inches.

120 and 128-inch wheelbase models, 75 h.p. McLaughlin-Buick Valve-in-Head, triple-sealed. (S. A. E. rating 29.4.) Bore 3½ inches. Stroke 4¾ inches.

All Models—Four-wheel brakes; four low pressure tires; controllable beam headlights with control switch on top of steering wheel; air cleaner; oil filter; gasoline strainer; crankcase ventilator; automatic windshield wiper; tire carrier for one tire only with extra demountable rim; jack; high pressure grease gun; tool kit; pump; tire repair kit; transmission lock; cowl or windshield ventilator; rear vision mirror; indirectly lighted instrument panel.

Door locks on all closed models.

Heaters on Models Fifty, Fifty L, Fifty-one, Fifty-four C and Fifty-eight.

Connections for installing heater on all other closed models.

Window shades silk-finish, on closed models.

Combination vanity and smoking case on Model Fifty. Smoking case on back of front seat on Model Fifty-one. Smoking sets on all other closed models.

New radiator emblem on Sport and de luxe models.

Water temperature gauge on Models Fifty, Fifty L, Fifty-one, Fifty-four C, Fifty-four, Fifty-five and Fifty-eight.

Spare tire not part of standard equipment.

No allowances will be made for any part of standard equipment omitted by customer's order. The right is reserved to make additions and any changes including prices, without notice.

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